

Remarks/Arguments

Applicant respectfully requests that the Attorney Docket Number be changed to "REED1005." A formal request for such a change was submitted on October 5, 2004. A photocopy of the return postcard receipt is enclosed herewith for the Examiner's reference.

Reconsideration of the rejections set forth in the Office Action dated January 10, 2005 and entry of the present amendment are respectfully requested. In response to the Office Action, claims 1, 2, 6-9, 11, 12, 14, 15, 18 and 21 have been amended without acquiescence in the Examiner's reasons for rejections and without prejudice to pursue in this or another application. Particularly, the term "conference" has been replaced by "tradeshow," and the term "vendor" has been replaced by "exhibitor," although these terms, respectively, are used interchangeably in the Specification. These amendments are not meant to be further limiting but have been made simply to more clearly distinguish the subject invention from the references cited in the Office Action, as different meaning for the same terms were used in some of the references.

It is believed that the present claims, as amended, more particularly and distinctly set forth the patentable subject matter of the present invention. Accordingly, claims 1-22 are presented for examination in the subject application.

Rejections Under 35 U.S.C. § 103(a)

The Examiner rejected claims 1-4, 6-13, and 15-17 under 35 U.S.C. § 103(a) as allegedly being unpatentable over U.S. Patent No. 6,557,007 (hereinafter "Pekowski"), and further in view of U.S. Patent No. 6,606,744 (hereinafter "Mikurak"). In addition, claims 18-21 were rejected under § 103(a) as allegedly being unpatentable over Pekowski, Mikurak, and further in view of U.S. Patent No. 6,775,298 (hereinafter "Aggarwal"). Similarly, claim 5 was rejected under § 103(a) as allegedly being

unpatentable over Pekowski, Mikurak, and further in view of U.S. Patent No. 5,948,040 (hereinafter "DeLorme"). Claim 14 was rejected under § 103(a) as allegedly being unpatentable over Pekowski, Mikurak, and further in view of U.S. Patent No. 4,806,743 (hereinafter "Thenery"). Lastly, claim 22 was rejected under § 103(a) as allegedly being unpatentable over Pekowski, Mikurak, Aggarwal, and further in view of Thenery.

Applicant respectfully disagrees. Of the five references cited in the Office Action, Pekowski and Thenery are the only references that teach information management related to tradeshow, with Pekowski being the Examiner's main reference for rejection. Mikurak, Aggarwal and DeLorme all disclose database systems unrelated to the tradeshow industry, and are only used by the Examiner in combination with Pekowski to allegedly support the rejections.

Turning first to Pekowski – it discloses a system designed to service tradeshow exhibitors by providing information regarding vendors that service the exhibitors. In other words, Pekowski is directed to enabling an exhibitor to efficiently set up its booth at a tradeshow by allowing the exhibitor to readily order products or services it needs for the tradeshow. No information on the products or services of any of the exhibitors is collected or managed.

Similarly, Thenery teaches collecting "visitor" information, such as a visitor's address, preference with respect to a type of products, etc., from one central location at a tradeshow so the exhibitors would not need to request such information at their individual booths. Again, the information collected is for the exhibitors to see, and information on the products or services of the exhibitors themselves is not collected or managed. Indeed, the information collected in the system disclosed in either Pekowski or Thenery is not accessible by a tradeshow visitor or attendee.

In contrast, the present invention discloses a method that serves the visitors or attendees of a tradeshow by collecting information regarding the exhibitors for use by the attendees. One of the main objectives of the subject invention is to enable a tradeshow attendee to more efficiently participate in the tradeshow by allowing the attendee to

electronically search for an exhibitor or exhibitors with products or services the attendee desires prior to, at or even after the tradeshow.

As the present claims, as amended, recite collecting information from the exhibitors and distributing the collected information to the attendees of a tradeshow, the fundamental difference between the subject invention and Pekowski and Thenery is abundantly clear.

In addition to the above-discussed fundamental difference, Applicant respectfully submits that certain terms or features taught in Pekowski and cited by the Examiner differ from the allegedly obvious terms or features disclosed in the subject invention. For example, the "distributed systems" disclosed in Pekowski and cited by the Examiner in Paragraph 1 of the Office Action refer to daughter systems that can retrieve information from the parent server. The "distributing" step in the subject claims, however, has to do with the actual dissemination of the collected information (e.g., giving out the information on a CD-ROM to a tradeshow attendee, etc.).

Likewise, subject claims 3 and 13 recite "uploading the [to-be-collected] information onto a web site," whereas Pekowski teaches accessing the already-collected information via a web site. *See Paragraph 3 of the Office Action and Pekowski at col. 6, line 63 to col. 7, line 17.*

Without Pekowski (and Thenery), the present claims are not obvious in view of the remaining references. More specifically, the subject invention is directed to a method and may be implemented via any suitable database system. As such, no database system references, either alone or in combination, can render the subject invention obvious unless the reference(s) also teach the subject method. Moreover, the fact that Pekowski and Thenery each discloses a different information management related to a tradeshow further strengthens the nonobvious nature of the present invention within the seemingly crowded art field of the tradeshow industry.

Because all of the references cited in the Office Action, either alone or in combination, teach away from the present invention, it is respectfully submitted that the Examiner's rejections under § 103 have been obviated.

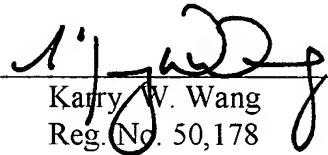
In view of the foregoing, it is submitted that all of the stated grounds of rejection have been properly overcome, and that the application is fully in condition for allowance. A notice to that effect is earnestly solicited.

The Examiner is invited to telephone the undersigned representative if the Examiner believes that an interview may be useful for any reason.

Respectfully submitted,

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